PROFILE

Passionate and detail-oriented **Creative Designer** with **11+ years** of **experience, specializing in motion design, prototyping, and interaction models** to create intuitive and effective user experiences. Known for innovative **problem-solving skills** and the ability to translate concepts into **prototypes** that drive product development. Self-motivated, organized, and resourceful, with a vision of bridging the gap between the digital and physical realms through seamless design execution.

EDUCATION

PES University   [2011 - 2014]
Master of Computer Application

G.I.S.T.   [2008 - 2011]
Bachelor of Computer Application

St. Xavier's School   [2006 - 2008]

CORE SKILLS & EXPERTISE

Design

- **Design Leadership**: Team management, creative direction, strategic vision
- **Product Design & UX Strategy**: Wireframing, prototyping, usability testing
- **Visual & Motion Design**: UI animations, branding, storytelling
- **User-Centered Innovation**: Research, data-driven design decisions

Cross-Functional Collaboration

Self-starter, Product managers, Developers, Stakeholders

Design Tools

- **Proficient** - Figma, Adobe creative suite, Sketch
- **Development** - HTML, CSS, JS, WordPress
- **Training** - Blender, Threejs, GenAI, ComfyUI, Flux Lora, Wan, Hunyuan

CHANCHAL **SANTRA**
Design Leader | UI/UX Strategist

+91-7795181291
chanchal.santra@gmail.com

www.chanchalsantra.com
https://linkedin.com/in/chanchalsantra

KEY ACHIEVEMENTS

- 🎓 **Guest Lecturer** – PESIT, Electronic City Campus
  Delivered an engaging session on "**Introduction to UI/UX Design,**" sharing industry insights, best practices, and real-world examples.
- 👥 **Team Mentor**
  Mentored a cross-functional team of **5 - 6 designers** and **3 WordPress developers**, boosting sprint velocity by 20% and consistently delivering product features 10% ahead of schedule through improved workflows and collaborative design practices.
- 🎨 **Visual Strategy & Testing**
  Developed storyboards & high-fidelity mockups to communicate design vision; conducted in-depth brainstorming and A/B testing to validate user-centric solutions.

WORK EXPERIENCE

Tech4billion Media Pvt. Ltd.   April 2021- Present

CREATIVE HEAD

- **Promoted** from **Creative Designer** to **Creative Head** in recognition of **leadership** and **design impact**.
- **Collaborated with executive leadership** (COO, Product Managers) to align design strategies with business objectives.
- **Led and mentored** a multidisciplinary design team, optimizing workflows, integrating **GenAI tools,** and fostering a culture of creativity and innovation.

DESIGN LEADER

- Directed the creation of **high-impact UI systems** and **visual components** to elevate product engagement.
- Contributed to **wireframing, prototyping, and interactive** design for product improvements.

Gamealard Interactive   Jan - Feb 2025

FREELANCE CONSULTANT

- **Spearheaded UI design** and **WordPress development** for **Gamealard's website.**
- Integrated **SendGrid**, boosting email engagement by **10%.**
- Boosted website engagement by **20%** and improved user retention by **15%.**

Globussoft Technology   Aug 2014 - Mar 2021

SENIOR USER INTERFACE DESIGNER

- Designed & developed **user-friendly UX/UI features** for a cutting-edge social media marketing tool [**AutoEngage, VideoLeadBuilder, PushConversion**]
- Led **responsive web design, interactive dashboards,** and **branding** for major products like **SocioBoard, PowerAdSpy, EmpMonitor,** and **Advertsuit.**

UI DEVELOPER

- Implemented innovative customization options to enhance user experience and engagement on the platform.
- Collaborated with cross-functional teams to integrate advanced analytics and insights, resulting in a 50% increase in user retention.

INTERESTS & PASSIONS

Anime, Video-games, Photography, Design Thinking, AI, Science Fiction, Sketching, Music, Travel, Trekking